
LESSON 5: ARTIFICIAL LIGHT

WHY USE ARTIFICIAL LIGHT?

KEY POINTS

- Lighting will be consistent regardless of the time of day or the weather.
- You can shoot over a period of several days or have a space in your shop dedicated to photos.

LIGHTING EQUIPMENT

KEY POINTS

- Professional photographers use flash heads.
- An LED light will work well if you're just getting started and/or not ready to invest in photography equipment.
- Some benefits of LED lights:
 - You will see the effect of your lighting right away.
 - LED lights produce no or minimal heat.
 - Tungsten lights tend to produce too much heat, while fluorescent lights can result in off colors.
- To re-create the effect of a cloudy day, use a diffusion material. This will result in softer shadows and a more pleasant and natural light.

WORKING WITH LIGHTING EQUIPMENT

KEY POINTS

- Start by positioning your light source at a 45° angle and adjust from there if necessary. Moving the light source higher (similar to the sun at noon) will produce shorter shadows, while moving the light source lower (as at dusk) will result in longer shadows.
- Use a reflector or foam core to fill in shadows and brighten the front of your image.
- You need to adjust the white balance in your photos before you start shooting. You might wish to use a Gray Card for this (hint: check the pocket guide on the PDF from Part 1 of the course).

MAKE IT YOURS

KEY POINTS

- When arranging your item(s), take special care - be as creative and precise with your placement as you would be with your creations.
- These notes are just guidelines. Be creative, experiment, try things that are "wrong." Your photo style can be as unique as your chocolate creations and will grow to reflect your personality and that of your business.

LESSON 5: EDITING

WHITE BALANCE

KEY POINTS

- Adjust the white balance first, as this will affect every subsequent step of the editing process.
- Your goal in adjusting white balance is to get the neutral colors in the photo as neutral as possible. The white should be as white as possible; a neutral grey should be truly grey.
- Like all other aspects of editing, how you adjust the white balance in your photos is a creative choice.

EXPOSURE

KEY POINTS

- Simply put, exposure is how bright or dark the overall image is.
- Most editing software will allow you to adjust exposure using a simple slider.
- When adjusting exposure, the goal is for no portion of the photo to be completely white or completely black; the details in every part of the photo should be clear.
- A trick for adjusting exposure is to move the slider up just until the light parts of the photo start to lose detail. Then stop and move the slider back just a little. This “backing up” approach is a good one for adjusting any aspect of a photo, as it means you’ll never overdo it.

CONTRAST

KEY POINTS

- Contrast is an expression of how dark the shadows in your photo are and how bright the highlights are.
- A high level of contrast means the shadows are very dark, and the highlights are very bright. As you lower the level of contrast, the difference between the shadows and highlights diminishes.
- Adjusting a photo’s contrast is one way to express mood in a photo:
 - Photos with more contrast tend to look more tense and moody.
 - Photos with less contrast come across as more calm.
 - For food photos, it is common to take the contrast a little higher than you might for other types of photos.

SATURATION

KEY POINTS

- Saturation expresses the intensity of the colors in your photo.
- The higher the saturation, the more vivid the colors. The lower the saturation, the more faded the colors.
- In food photography, it is uncommon to desaturate photos a great deal. If the colors are too faded, the food will look less appealing. However, if the colors are too vivid, the product can appear fake.

FILTERS

KEY POINTS

- As a general rule, avoid using pre-made filters. They are usually very strong and not adapted for food photography.
- If you do choose to use a filter, try to control how strongly the filter affects your image.
- The colors in your food photos should look just like they do in real life.